

Consumers' Guide



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CONSUMER QUERIES *and* COMMENTS

C SUGAR COSTS seem to be troubling a consumer in Ohio. He asks us whether the charges of processors and distributors are not bigger this year than last. Figuring the spread in sugar prices is complicated, but a rough measure—the best we have—seems to show that the margin of processors and distributors increased in 1933-34 but decreased in 1934-35. In the crop year 1932, which runs from September 1932 to September 1933, beet sugar farmers received \$5.10 per ton. Out of each ton were refined 297 pounds of sugar. This meant that the farmers received 1.72 cents for the raw material going into a pound of beet sugar. In that crop year the average price paid by consumers for sugar was 5.2 cents. Processors' and distributors' charges, therefore, were 3.48 cents a pound. In the next crop year farm returns were \$5.13 per ton and out of each ton were refined 305 pounds. Beet sugar farmers earned 1.68 cents per pound, while consumers paid an average of 5.6 cents for sugar. The margin between was 3.92 cents per pound. Estimated farm price, including benefit payment, for 1934-35 will be \$6.79 per ton, yielding 2.17 cents per pound for the 315 pounds produced per ton. Average retail price for this crop year is estimated at 5.6 cents, leaving a spread of 3.43 cents a pound, slightly less than the spread in 1932-33. This spread covers the cost of processing the beets into sugar as well as the margins of the distributor.

"Creating a scarcity is the farthest thing from our thoughts; for no matter what price he gets, if the farmer cannot sell enough, he will not make a living. But on the other hand, we must equally avoid great surpluses beyond what the market can absorb at any given time; for the surpluses bring prices down so low that you practically get sweatshop conditions on the farm. That is something none of us wants. The just and fair balance is what we must have in the long run."

Henry A. Wallace
Secretary of Agriculture

C "HOW MUCH have sugar price increases added to the cost of living?" this consumer wants to know. That depends, of course, on how much sugar you buy. Since this consumer lives in Ohio we give some sample estimates of sugar consumption worked out by the Bureau of Labor Statistics. In Cleveland consumption of sugar per family is estimated at 180 pounds per year. In Columbus it is 186 pounds per year. Families in Cleveland, then, spent on the average \$10.08 for sugar in 1934-35, or 72 cents more than in 1932-33. Families in Columbus spent on the average \$10.42 in 1934-35, which was 75 cents

more than they averaged 2 years earlier.

C "WE HEAR much talk about great increases in meat and butter imports", an Iowa consumer reports. "What are the facts?" Enough meat for just one meal and one small extra sandwich for all of us—about 80 million pounds—came into the country during the year ending with June 30, 1935. Against these 80 million, we produced that year close to 11½ billion pounds. Imports then were seven-tenths of 1 percent as large as production. That was more than imports of meat averaged during the 5 years before the drought, but even in this year imports compensated little for the loss in production. The increase over the pre-drought 5-year average of meat imports amounted to about 27 million pounds, but the decrease in production was close to 2 billion pounds. Moreover, even the increased imports of 1934-35 were smaller than in the years just before the depression.

C NOW for butter. In the year ending June 30, 1935, butter imports totaled a little over 22 million pounds. Butter production that year amounted to a little over 1½ billion pounds. Imports were 1.4 percent as large as production, and just about enough to give each of us the average amount of butter we consume in 3½ days. Unlike meat imports, the increase in butter imported compensated in a large way for the reduction in butter production. Butter production in the year ending June 30, 1935, was about 42 million pounds less than the pre-drought 5-year average; butter imports were about 21 million pounds greater.

Is it *Lean* meat you want?

SUPPOSE you have 25 cents to spend for beef and want to get the most lean meat you can for this money. Which cut should you buy?

The amount of lean meat in beef cuts does not determine their price per pound.

ALL BEEF cuts include

some portion of waste, some amount of fat. How much of each depends, of course, on the cut. Strip them both from whatever cut and you have left lean meat with approximately the same food value. Fat makes its separate contribution to food value, to tenderness, and flavor. The more lean meat is streaked with fat, the more tender it is. Toning up the appetizing quality of lean meat from less tender cuts is a trick of cooking.

WHAT YOU lose in tenderness by buying cheaper cuts you frequently gain in quantity of lean meat. Top cut in price, porterhouse, has much less lean meat per pound than have some of the cheaper pieces. You may pay—as city consumers did early in August—3½ cents less for a pound of round steak than you pay for a pound of sirloin, but actually you are getting lean meat in the round steak form for 12 cents less a pound than in the sirloin steak form. Fore shank will cost about 5 cents more a pound than hind shank, but it usually has about a third more lean meat than hind shank.

BELOW we list the approximate proportions of lean meat you ordinarily get from the better-known cuts, if prepared according to the Chicago method of cutting. If economy buying is important to you, do a little figuring next time you go to market. List the prices charged. Balance against them the amounts of lean meat you will likely get from each cut. If round steak (full cut), for instance, is selling at 35 cents a pound, and 81

percent of a good grade steer is lean, you are really paying for the lean meat in that steak at the rate of 45 cents a pound.

FIVE CUTS of beef are included in the price reports of the Bureau of Labor Statistics. From bottom to top prices, ordinarily they line up like this: Plate, chuck, rib roast, round steak, sirloin. Average prices (for 51 cities) in July were: Plate, 16.2 cents a pound; chuck, 23.5 cents; rib roast, 30.1 cents; round steak, 36.5 cents; sirloin, 40.2 cents. But if you apply the proportions of lean meat listed below to these average prices, you will find the cost of the lean meat in each of these cuts is (in round numbers): Plate, 28 cents; chuck, 33 cents; round steak, 45 cents; rib roast, 47 cents; sirloin steak, 57 cents.

TOP COST of lean meat on the basis of these prices, then, is sirloin. Bottom cost is plate.

NO FIXED rule on the specific cut you should buy in order to get the greatest amount of lean meat for your money works everywhere, since prices vary. Nevertheless, when we compared the cost of lean meat for the five cuts in Boston, New York, Detroit, Jacksonville, Chicago, St. Louis, and Los Angeles, on the basis of July prices, we found the same meats headed and ended

the list. Lean meat in sirloin form was the most expensive in all these seven cities. Plate, also, was the cheapest form in which to buy lean beef in all seven cities.

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LEAN MEAT

usually comes in these proportions in each pound of a particular retail cut, if the beef is good grade steer and is cut according to the Chicago method (pictured in the August 5 issue of CONSUMERS' GUIDE).

| | Percent | | Percent |
|----------------------------|---------|----------------------|---------|
| Flank steak..... | 87 | Porterhouse..... | 60 |
| Round steak (full cut).... | 81 | Plate..... | 58 |
| Sirloin steak..... | 70 | Rump, with bone..... | 53 |
| Chuck roast..... | 70 | Fore shank..... | 47 |
| Rib roast..... | 64 | Hind shank..... | 31 |



TWO MORE weeks of falling food prices which began their drop about the end of April occurred in the last half of July. At no time in the 3 months was the drop spectacular at all but it has been very regular and continuous. The index number of retail food prices published by the Bureau of Labor Statistics for April 23 was 125.2 percent of the 1913 average. Since that time the index has moved as follows: On May 7, 124.5 percent; May 21, 124 percent; June 4, 123.8 percent; June 18, 123 percent; July 2, 121.8 percent; July 16, 121.7 percent; and July 30, 121.3 percent. Total decline from April 23 to July 30 was only 3.1 percent. Nevertheless this reduced prices to the lowest point since January of this year.

DIFFERENT KINDS of food showed a decided difference in price trends during the latter half of July. There was another sharp rise in prices of pork and other hog products but a drop in the prices of other meats and prices of fruits and vegetables.

PRICES of almost all cuts of meat—lamb is the exception—are substantially higher than a year ago. Cereal products are at just about last year's levels and prices of fresh fruits and vegetables are in most cases decidedly lower than they were a year ago. Plentiful crops of practically all fruits and vegetables are in prospect. At this time of the year there is a great variety of fruits and vegetables on the market. The quality is particularly good in most sections and prices are generally lower.

INDICATIONS at the present time point to no reduction in pork prices for sometime, although there may be a moderate drop during the fall when the 1935 spring pig crop is marketed. The drought of 1934 will have an effect on hog supplies for many months to come and no sharp

CHANGES IN CITY RETAIL PRICES

| Kind of food | July 31, 1934 | July 16, 1935 | July 30, 1935 | Change in year | Above or below July 1929 |
|----------------------------|---------------------|---------------------|---------------------|-------------------|-----------------------------------|
| | ¢ | ¢ | ¢ | % | % |
| <u>Dairy products:</u> | | | | | |
| Milk, qt..... | 11.3 | 11.7 | 11.7* | +3.5 | -18.2 |
| Cheese, lb..... | 23.6 | 24.9 | 25.0 | +5.9 | -34.0 |
| Butter, lb..... | 30.4 | 30.3 | 30.7 | +1.0 | -42.5 |
| <u>Beef:</u> | | | | | |
| Round steak, lb..... | 29.0 | 36.7 | 36.1 | +24.5 | -23.2 |
| Rib roast, lb..... | 22.6 | 30.2 | 29.6 | +31.0 | -22.5 |
| Chuck roast, lb..... | 16.5 | 23.6 | 23.1 | +40.0 | -26.2 |
| <u>Pork:</u> | | | | | |
| Chops, lb..... | 25.0 | 37.0 | 38.3 | +53.2 | -3.0 |
| Lard, lb..... | 10.7 | 19.3 | 19.6 | +83.2 | +7.1 |
| Who. smo. ham, lb..... | 23.8 | 28.7 | 29.7 | +24.8 | — |
| <u>Lamb:</u> | | | | | |
| Leg of lamb, lb..... | 25.0 | 27.3 | 26.5 | +6.0 | -35.5 |
| Breast of lamb, lb..... | 10.5 | 13.3 | 13.0 | +23.8 | — |
| Square chuck, lb..... | 18.3 | 21.2 | 20.7 | +13.1 | — |
| <u>Poultry and eggs:</u> | | | | | |
| Hens, lb..... | 23.7 | 28.2 | 28.2 | +19.0 | -29.3 |
| Eggs, doz..... | 27.9 | 33.6 | 34.5 | +23.7 | -21.8 |
| <u>Bread:</u> | | | | | |
| White, lb..... | 8.3 | 8.3 | 8.3 | 0.0 | -7.8 |
| Rye, lb..... | 8.8 | 8.9 | 9.0 | +2.3 | — |
| Whole wheat, lb..... | 8.9 | 9.0 | 9.0 | +1.1 | — |
| *3.5-4.6 percent butterfat | | | | (Continued) | |

Your Food

drop in the retail prices of hog products appears likely during the coming fall and winter.

MOST SUBSTANTIAL CHANGE in crop prospects during recent weeks has been in the grain crops. The August 1 crop report of the Bureau of Agricultural Economics indicates a substantial increase in the prospective production of corn and a smaller prospective wheat crop. Total production of corn is now forecast at 2,272 million bushels compared with a crop of only 1,377 million bushels a year ago and an average 1928-32 production of 2,562 million bushels. The corn crop has been late this year but appears to have made a vigorous growth during July and is now expected to produce a yield

CHANGES IN CITY RETAIL PRICES

| Kind of food | July 31, 1934 | July 16, 1935 | July 30, 1935 | Change in year | Above or below July 1929 |
|------------------------------------|---------------------|---------------------|---------------------|-------------------|-----------------------------------|
| Cereal products: | | | | | |
| Flour, lb..... | 4.9 | 4.9 | 4.9 | 0.0 | -2.0 |
| Macaroni, lb..... | 15.8 | 15.6 | 15.7 | -0.6 | -19.9 |
| Wheat cereal..... (28-oz. pkg.) | 24.2 | 24.7 | 24.7 | +2.1 | -3.1 |
| Vegetables - canned: | | | | | |
| Corn, #2 can..... | 11.3 | 13.0 | 13.0 | +15.0 | -17.7 |
| Peas, #2 can..... | 16.8 | 17.6 | 17.4 | +3.6 | +4.8 |
| Tomatoes, #2, #2½ can..... | 10.5 | 10.4 | 10.3 | -1.9 | -25.4 |
| Vegetables - fresh: | | | | | |
| Potatoes, lb..... | 2.0 | 2.1 | 1.9 | -5.0 | -51.3 |
| Onions, lb..... | 4.7 | 5.1 | 4.5 | -4.3 | -35.7 |
| Cabbage, lb..... | 3.5 | 2.8 | 2.6 | -25.7 | -45.8 |
| Vegetables - fresh: | | | | | |
| Lettuce, head..... | 9.3 | 9.4 | 9.1 | -2.2 | --- |
| Spinach, lb..... | 7.9 | 6.0 | 7.0 | -11.4 | --- |
| Carrots, bunch..... | 4.9 | 4.9 | 4.5 | -8.2 | --- |
| Fruits - canned: | | | | | |
| Peaches, #2½ can..... | 18.5 | 19.5 | 19.7 | +6.5 | --- |
| Pears, #2½ can..... | 21.1 | 23.0 | 23.0 | +9.0 | --- |
| Pineapple, #2½ can..... | 22.3 | 22.6 | 22.7 | +1.8 | --- |
| Fruits - fresh: | | | | | |
| Apples, lb..... | 6.5 | 6.3 | 5.4 | -16.9 | --- |
| Bananas, doz., lb..... | 23.4 | 21.7 | 21.9 | -6.4 | -31.8 |
| Oranges, doz..... | 36.9 | 31.8 | 32.3 | -12.5 | -27.9 |



million bushels, or some 135 million more than usually consumed in this country, which is not far from a normal carry-over.

CHANGES in crop prospects have been less important in other crops. Except for cereals the prospective food supply appears to be about the same as had been anticipated earlier in the year, and reported in the July 8 issue of CONSUMERS' GUIDE. Growing conditions in July were favorable for most crops other than wheat and led to increased forecasts for potatoes, sweetpotatoes, sugar beets, tobacco, beans, rice, hay, pears, and grapes. Total acreage of crops harvested this year is likely to be about 6 percent below the average for the last 10 years (nearly all of this decrease is in the States affected by the 1934 drought), but the decrease in

acreage will be partly offset by increased yields per acre averaging about 2.8 percent above the average prior to 1934.

PRICES received by farmers like prices to consumers have also been somewhat lower during the last few weeks. The average of farm prices on May 15 was 108 percent of the 1910-14 average. By June 15 it dropped to 104 percent and by July 15 to 102 percent. Prices of things bought by farmers in May and June averaged 127 percent of pre-war levels and dropped to 126 percent in July. Purchasing power of farm products was, therefore, 85 percent of pre-war levels in May, 82 percent in June, and 81 percent in July.

RECENT decline in prices at the farm has been quite general. All small grains except wheat fell in price; hay prices were down; prices of all meat animals except hogs fell off, and dairy products were also lower in spite of

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almost equal to the average of the past 10 years. Improvement during July raised the prospects for the corn crop about 11 percent.

WHEAT, on the other hand, was badly damaged by rust and by hot weather during July. The spring wheat crop which was estimated at 273 million bushels a month ago is now estimated at 176 million bushels and the winter crop is also turning out below expectations. The total crop of wheat in 1935 is now estimated at 608 million bushels. While this is above last year's very short crop, it is less than the usual domestic requirements but the carry-over from previous crops will bring total supplies up to about 760

DAIRY PRODUCTS

PRICES of dairy products went up a little at the end of July. During the last half of the month there was a rise of 0.1 cent a pound in the average price of cheese in 51 cities and of 0.4 cent a pound in the average price of butter. At the end of July the price of butter was 1 percent, milk 3.5 percent, and cheese 5.9 percent higher than a year earlier.

PRODUCTION of butter and other dairy products has been fairly heavy during the past few months. Storage stocks of butter on August 1 also were decidedly larger than they were a year ago. It is estimated that total supplies of butter for the last 5 months of the year will be greater than the supplies for the same months of 1934. Probably butter prices this fall will not be very different from those last fall; that is, the expectation at the present time is for about the usual seasonal increase in the price of butter. Consumers have been spending more money for butter this year than a year ago.

CROP correspondents reported that the average amount of milk produced per cow on August 1 was 14.63 pounds. This is almost 11 percent more than on August 1, 1934, when production per cow was very low on account of poor pasture conditions and a prospect of feed shortage. Although production per cow is almost 11 percent higher than a year ago, it is estimated that total milk production on August 1 was only about 5 to 6 percent above last year due to a decrease of about 6 percent in the number of cows on the farm.

Average Retail Prices, July 30, 1935 (cents)

| Markets | Milk (qt.) | Cheese (lb.) | Butter (lb.) |
|-----------------------|---------------|-----------------|-----------------|
| United States..... | 11.7 | 25.0 | 30.7 |
| New England: | | | |
| Boston..... | 11.7 | 25.9 | 30.1 |
| Bridgeport..... | 13.0 | 29.5 | 31.5 |
| Fall River..... | 13.0 | 25.8 | 30.1 |
| Manchester..... | 12.0 | 25.9 | 29.5 |
| New Haven..... | 13.0 | 27.2 | 31.5 |
| Portland, Maine..... | 12.0 | 26.2 | 30.0 |
| Providence..... | 13.0 | 25.5 | 29.6 |
| Middle Atlantic: | | | |
| Buffalo..... | 12.0 | 25.9 | 29.1 |
| Newark..... | 13.5 | 28.4 | 32.3 |
| New York..... | 12.5 | 28.8 | 31.3 |
| Philadelphia..... | 11.0 | 29.0 | 33.1 |
| Pittsburgh..... | 11.0 | 26.5 | 31.3 |
| Rochester..... | 12.0 | 26.6 | 29.2 |
| Scranton..... | 11.0 | 26.7 | 30.0 |
| East North-Central: | | | |
| Chicago..... | 11.0 | 27.6 | 30.5 |
| Cincinnati..... | 12.0 | 24.5 | 29.6 |
| Cleveland..... | 9.0 | 26.8 | 30.4 |
| Columbus..... | 10.0 | 25.4 | 30.4 |
| Detroit..... | 12.0 | 24.3 | 31.0 |
| Indianapolis..... | 10.0 | 23.7 | 30.9 |
| Milwaukee..... | 10.0 | 26.7 | 29.0 |
| Peoria..... | 11.0 | 23.9 | 29.5 |
| Springfield, Ill..... | 11.1 | 21.8 | 29.9 |
| West North-Central: | | | |
| Kansas City..... | 11.0 | 26.8 | 29.4 |
| Minneapolis..... | 10.0 | 23.3 | 28.6 |
| Omaha..... | 10.0 | 25.5 | 28.8 |
| St. Louis..... | 12.0 | 24.3 | 30.6 |
| St. Paul..... | 10.0 | 24.4 | 28.6 |
| Wichita..... | 9.8 | 20.5 | 26.0 |
| South Atlantic: | | | |
| Atlanta..... | 14.0 | 24.0 | 32.8 |
| Baltimore..... | 12.0 | 25.5 | 32.6 |
| Charleston, S. C..... | 15.0 | 21.8 | 30.7 |
| Jacksonville..... | 15.0 | 22.4 | 31.4 |
| Norfolk..... | 14.0 | 23.0 | 31.4 |
| Richmond..... | 12.0 | 23.2 | 31.1 |
| Savannah..... | 14.0 | 22.2 | 30.5 |
| Washington, D. C..... | 13.0 | 25.7 | 32.7 |
| Winston-Salem..... | — | 24.1 | 33.0 |
| East South-Central: | | | |
| Birmingham..... | 14.0 | 21.2 | 32.7 |
| Louisville..... | 12.0 | 25.0 | 29.4 |
| Memphis..... | 10.5 | 21.2 | 30.6 |
| Mobile..... | 13.0 | 22.1 | 29.1 |
| West South-Central: | | | |
| Dallas..... | 11.0 | 26.7 | 28.8 |
| El Paso..... | — | 22.8 | 31.1 |
| Houston..... | 12.0 | 20.8 | 30.0 |
| Little Rock..... | 12.0 | 21.9 | 29.3 |
| New Orleans..... | 11.0 | 23.6 | 31.0 |
| Oklahoma City..... | 10.3 | 26.3 | 29.9 |
| Mountain: | | | |
| Butte..... | 10.0 | 24.1 | 29.4 |
| Denver..... | 10.7 | 27.3 | 31.0 |
| Salt Lake City..... | 10.0 | 22.0 | 31.8 |
| Tucson..... | 11.0 | 25.0 | 31.7 |
| Pacific: | | | |
| Los Angeles..... | 11.0 | 26.5 | 32.6 |
| Portland, Oreg..... | 10.5 | 23.2 | 31.3 |
| San Francisco..... | 12.0 | 27.6 | 33.1 |
| Seattle..... | 9.0 | 22.1 | 32.6 |

| Average Retail Prices, July 30, 1935 (cents) | | | |
|--|----------------|--------------|-------------------------|
| Markets | White (lb.) | Rye (lb.) | Whole wheat (lb.) |
| United States..... | 8.3 | 9.0 | 9.0 |
| New England: | | | |
| Boston..... | 8.3 | 9.2 | 8.8 |
| Bridgeport..... | 8.7 | 9.1 | 9.2 |
| Fall River..... | 7.9 | 8.4 | 8.9 |
| Manchester..... | 8.3 | 9.0 | 8.7 |
| New Haven..... | 8.5 | 8.9 | 9.3 |
| Portland, Maine..... | 9.1 | 9.6 | 9.4 |
| Providence..... | 8.2 | 8.8 | 9.4 |
| Middle Atlantic: | | | |
| Buffalo..... | 8.4 | 8.5 | 9.4 |
| Newark..... | 9.2 | 9.5 | 9.6 |
| New York..... | 8.9 | 9.0 | 9.6 |
| Philadelphia..... | 8.7 | 9.9 | 10.6 |
| Pittsburgh..... | 8.4 | 9.0 | 9.2 |
| Rochester..... | 8.1 | 8.2 | 9.1 |
| Saranton..... | 9.3 | 9.6 | 9.9 |
| East North-Central: | | | |
| Chicago..... | 7.4 | 7.9 | 8.9 |
| Cincinnati..... | 7.8 | 9.4 | 9.5 |
| Cleveland..... | 7.8 | 8.3 | 8.7 |
| Columbus..... | 8.1 | 9.1 | 9.3 |
| Detroit..... | 7.2 | 7.6 | 8.0 |
| Indianapolis..... | 7.4 | 7.7 | 8.9 |
| Milwaukee..... | 6.7 | 6.7 | 9.3 |
| Peoria..... | 8.0 | 9.0 | 9.0 |
| Springfield, Ill..... | 8.7 | 9.5 | 9.7 |
| West North-Central: | | | |
| Kansas City..... | 7.9 | 9.0 | 9.1 |
| Minneapolis..... | 8.4 | 8.8 | 9.3 |
| Omaha..... | 8.4 | 9.3 | 8.8 |
| St. Louis..... | 8.2 | 9.0 | 9.5 |
| St. Paul..... | 8.4 | 8.8 | 9.2 |
| Wichita..... | 7.7 | 9.3 | 7.9 |
| South Atlantic: | | | |
| Atlanta..... | 9.1 | 9.4 | 9.0 |
| Baltimore..... | 8.8 | 9.5 | 9.5 |
| Charleston, S. C..... | 9.2 | 9.8 | 10.0 |
| Jacksonville..... | 9.6 | 10.1 | 10.0 |
| Norfolk..... | 8.6 | 8.7 | 9.0 |
| Richmond..... | 8.5 | 8.8 | 9.0 |
| Savannah..... | 9.4 | 10.0 | 10.5 |
| Washington, D. C..... | 8.4 | 8.8 | 8.9 |
| Winston-Salem..... | 9.8 | — | 10.0 |
| East South-Central: | | | |
| Birmingham..... | 9.8 | 9.9 | 10.0 |
| Louisville..... | 7.4 | 8.0 | 8.5 |
| Memphis..... | 8.4 | 8.9 | 9.3 |
| Mobile..... | 9.3 | 10.0 | 10.0 |
| West South-Central: | | | |
| Dallas..... | 7.9 | 8.0 | 7.8 |
| El Paso..... | 6.2 | — | — |
| Houston..... | 6.2 | 8.5 | 8.6 |
| Little Rock..... | 9.9 | 9.9 | 10.1 |
| New Orleans..... | 8.3 | 8.7 | 9.7 |
| Oklahoma City..... | 10.0 | 11.6 | 11.3 |
| Mountain: | | | |
| Butte..... | 9.5 | 9.6 | 9.6 |
| Denver..... | 7.6 | 9.1 | 8.0 |
| Salt Lake City..... | 6.6 | 9.4 | 6.7 |
| Tucson..... | 10.0 | 10.0 | 10.1 |
| Pacific: | | | |
| Los Angeles..... | 7.2 | 9.3 | 7.9 |
| Portland, Oreg..... | 9.1 | 10.1 | 9.2 |
| San Francisco..... | 9.3 | 9.0 | 8.9 |
| Seattle..... | 9.0 | 10.0 | 8.9 |

BREAD

BREAD prices stayed steady during the last 2 weeks in July except for an increase in rye bread from 8.9 cents to 9 cents a pound. White bread continues to sell for an average of 8.3 cents which is exactly equal to the average price on July 31, 1934. Prices of rye and whole wheat bread are both slightly above the prices of a year ago.

AS usual there is a great deal of variation in bread prices reported in the different cities. It is also undoubtedly true that there is a great deal of variation in prices of different grades of bread in each city. A considerable part of such variation is due to differences in bread formulas, and in costs of such extra things as wrapping and slicing. The old-fashioned unsliced bread seems to be rapidly passing out of the picture in many cities, although we find that it is usually possible to buy bread unsliced if the consumer insists on doing so. Many consumers believe that bread keeps better when it is sliced at home and like to slice it thinner than it is commonly sliced in the bakery.

A RATHER sharp increase in the wholesale price of flour occurred during the last 2 weeks in July. This was partly a reflection of higher wheat prices, although it appears that flour prices increased considerably more than did the wholesale price of wheat during this period. If wholesale flour prices are maintained at around the levels of July 30, bakers may either have to work on a somewhat narrower margin than they have during the past year, or bread prices may increase again moderately. The average price of white bread has been 8.3 cents a pound almost continuously since November 20. Last fall, from August 28 to November 6, the average price was quoted at 8.4 cents.

BEEF

PRICES of beef continued the moderate drop which began early in July. During the last half of July the average retail price of round steak fell 0.6 cent a pound, rib roast prices dropped 0.6 cent, and chuck roast prices fell off 0.5 cent.

COMPARING PRICES of the three cuts quoted on this page with those of a year ago, round steak on July 30, 1935, was 24.5 percent higher than on July 31, 1934. During this same year prices of rib roast went up 31 percent, and chuck roast prices rose 40 percent. This and other price comparisons of beef indicate that the high-priced fancy cuts have increased less in price than have the cheaper kinds of beef. Their rise has been very similar to the drop in prices of different beef cuts from 1930 to 1933. During that decline, fancy high-priced cuts fell less than did prices of cheaper cuts.

SUPPLIES of slaughter cattle continue small and some advance in the farm price of the better grade slaughter cattle is likely during the late summer and early fall. The number of cattle on feed on August 1 this year was much smaller than a year ago. With the increased production of feed crops in 1935, however, there is likely to be some expansion in cattle feeding.

WHOLESALE PRICES of cattle and calves declined somewhat during most of July but increased again during the first half of August. This may indicate that the drop in retail prices of beef which has occurred during July is likely to be rather short lived.

| Average Retail Prices, July 30, 1935 (cents) | | | |
|--|-------------------|-----------------|-------------------|
| Markets | Round steak (lb.) | Rib roast (lb.) | Chuck roast (lb.) |
| United States..... | 36.1 | 29.6 | 23.1 |
| New England: | | | |
| Boston..... | 46.1 | 34.4 | 28.7 |
| Bridgeport..... | 44.3 | 36.8 | 28.7 |
| Fall River..... | 43.8 | 30.4 | 24.4 |
| Manchester..... | 45.4 | 29.8 | 25.7 |
| New Haven..... | 46.5 | 35.7 | 27.1 |
| Portland, Maine..... | 44.0 | 33.8 | 25.2 |
| Providence..... | 45.3 | 34.4 | 27.9 |
| Middle Atlantic: | | | |
| Buffalo..... | 35.5 | 27.2 | 23.6 |
| Newark..... | 42.0 | 33.4 | 27.6 |
| New York..... | 39.0 | 33.3 | 25.3 |
| Philadelphia..... | 40.6 | 36.0 | 26.3 |
| Pittsburgh..... | 35.5 | 31.8 | 22.6 |
| Rochester..... | 36.1 | 28.0 | 23.8 |
| Scranton..... | 39.2 | 33.2 | 27.2 |
| East North-Central: | | | |
| Chicago..... | 35.7 | 31.7 | 25.6 |
| Cincinnati..... | 39.9 | 34.3 | 26.7 |
| Cleveland..... | 37.1 | 31.3 | 26.3 |
| Columbus..... | 39.1 | 31.6 | 26.7 |
| Detroit..... | 36.1 | 30.2 | 24.0 |
| Indianapolis..... | 36.6 | 28.6 | 23.7 |
| Milwaukee..... | 35.2 | 28.9 | 24.8 |
| Peoria..... | 33.4 | 27.1 | 22.4 |
| Springfield, Ill..... | 33.2 | 25.7 | 21.8 |
| West North-Central: | | | |
| Kansas City..... | 33.8 | 28.4 | 22.4 |
| Minneapolis..... | 33.3 | 28.1 | 23.6 |
| Omaha..... | 34.9 | 25.4 | 22.3 |
| St. Louis..... | 34.2 | 26.2 | 21.0 |
| St. Paul..... | 32.7 | 27.9 | 23.9 |
| Wichita..... | 32.0 | 23.1 | 17.4 |
| South Atlantic: | | | |
| Atlanta..... | 38.3 | 28.4 | 24.6 |
| Baltimore..... | 35.1 | 30.1 | 22.4 |
| Charleston, S. C..... | 32.3 | 27.5 | 20.6 |
| Jacksonville..... | 30.6 | 27.9 | 21.0 |
| Norfolk..... | 34.9 | 30.7 | 22.6 |
| Richmond..... | 37.8 | 31.6 | 23.4 |
| Savannah..... | 29.9 | 26.4 | 19.0 |
| Washington, D. C..... | 40.8 | 30.6 | 24.4 |
| Winston-Salem..... | 31.0 | 23.3 | 22.5 |
| East South-Central: | | | |
| Birmingham..... | 32.6 | 25.9 | 22.3 |
| Louisville..... | 35.9 | 25.5 | 21.4 |
| Memphis..... | 36.1 | 26.7 | 18.5 |
| Mobile..... | 29.5 | 24.2 | 17.2 |
| West South-Central: | | | |
| Dallas..... | 37.5 | 31.5 | 21.8 |
| El Paso..... | 33.0 | 25.5 | 20.0 |
| Houston..... | 33.2 | 28.7 | 20.4 |
| Little Rock..... | 32.2 | 27.3 | 19.5 |
| New Orleans..... | 31.4 | 29.5 | 18.3 |
| Oklahoma City..... | 32.3 | 20.5 | 16.9 |
| Mountain: | | | |
| Butte..... | 27.1 | 24.5 | 18.5 |
| Denver..... | 33.3 | 25.7 | 21.3 |
| Salt Lake City..... | 31.9 | 27.1 | 22.7 |
| Tucson..... | 35.8 | 33.0 | 23.5 |
| Pacific: | | | |
| Los Angeles..... | 31.7 | 26.4 | 18.6 |
| Portland, Oreg..... | 24.9 | 21.3 | 16.6 |
| San Francisco..... | 31.2 | 28.2 | 18.3 |
| Seattle..... | 31.3 | 26.5 | 18.5 |

cents)

Chuck
roast
(lb.)

23.1

28.7

28.7

24.4

25.7

27.1

25.2

27.9

23.6

27.6

25.3

26.3

22.6

23.8

27.2

25.6

26.7

26.3

26.7

24.0

23.7

24.8

22.4

21.8

22.4

23.6

22.3

21.0

23.9

17.4

24.6

22.4

20.6

21.0

22.6

23.4

19.0

24.4

22.5

22.3

21.4

18.5

17.2

21.8

20.0

20.4

19.5

18.3

16.9

18.5

21.3

22.7

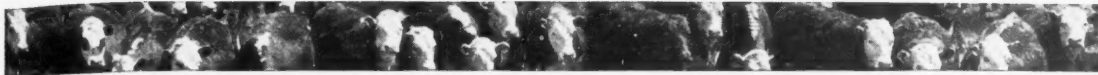
23.5

18.6

16.6

18.3

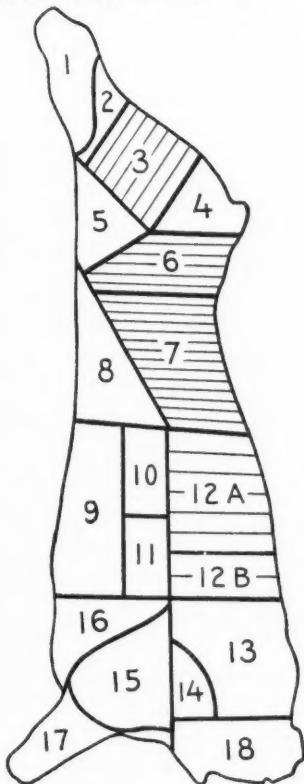
18.5



COOK ACCORDING TO THE CUT

BEEF

NEW YORK METHOD OF CUTTING



1. Shank—Soup; stew; hamburger.
2. Heel of round—Stew; pot roast.
3. Round—Minute steak; Swiss steak; pot roast; stew.
4. Boneless rump—Pot roast; corned.
5. Top sirloin—Pot roast; roast.
6. Sirloin—Broiled steak; roast.
7. Porterhouse—Broiled steak.
8. Flank—Braised steak; stew; hamburger.
9. Navel—Stew; boiling meat.
10. Thick plate—Stew; boiling meat.
11. Corner piece—Pot roast.
12. Prime rib—8 ribs.
 - A—Prime rib roast—6 ribs.
 - B—Blade roast—2 ribs.
13. Chuck—Pot roast; stew.
14. Top chuck—Pot roast; stew.
15. Cross rib—Pot roast.
16. Brisket, fresh or corned—Boiling meat; stew.
17. Fore shank—Soup; stew; hamburger.
18. Neck—Stew; mincemeat; meat loaf.

Other Edible Parts

- Heart—Stew; stuffed and braised.
- Kidney—Stew; meat pie.
- Liver—Fried; braised; liver loaf; liver paste.
- Tongue—(Fresh, corned, pickled, smoked) boiled.
- Tripe—Pickled; broiled; creamed.
- Oxtail—Stew; braised; soup.

Lean meat in all cuts is equally nutritious and its palatability depends on the method of cooking. The Bureau of Home Economics will tell you ways of preparing cheaper cuts. Quality of beef is as important as the cut. Look for "U. S." grades—Prime, Choice, Good, Medium, Common—roller stamped in purple ink appearing on all cuts of carcasses which have been Government-graded for quality.



PORK PRODUCTS

PORK PRICES went up again during the latter half of July. During the last 2 weeks of July pork chops increased 1.3 cents a pound, whole smoked ham 1 cent, and lard prices 0.3 cent a pound. Compared with prices of a year earlier, pork chops were 53.2 percent, whole smoked ham 24.8 percent, and lard 83.2 percent higher on July 30, 1935.

INCREASES in retail prices of pork during the past year have been rather closely in line with changes in the wholesale prices of hogs and hog products. The average price of packer and shipper hogs at Chicago during the week ending August 10 was \$10.84 a 100 pounds. A year ago during the week ending August 11 the average price was \$4.75. Prices received by hog producers rose from an average of \$3.97 a 100 pounds on July 15, 1934, to \$8.40 on July 15, 1935.

WHOLESALE PRICES of both hogs and hog products continued to rise in the first half of August. This is in line with the normal seasonal movement at this time of the year and is in addition a reflection of the very small supply of hogs being marketed together with small storage supplies of both pork and lard. When the spring pig crop begins to be marketed this fall, supplies may increase somewhat although it is expected that the spring pig crop will come to market somewhat later than usual and total slaughter of hogs during the coming winter will be somewhat smaller than the small slaughter of last winter.

IT IS LIKELY, therefore, to be some months at least before there is any sharp drop in the prices of pork and other hog products. The most uncertain factor in the situation is the degree of consumer resistance to the present high price of pork.

Average Retail Prices, July 30, 1935 (cents)

| Markets | Chops (lb.) | Lard (lb.) | Whole smoked ham (lb.) |
|-----------------------|----------------|---------------|---------------------------------|
| United States..... | 38.3 | 19.6 | 29.7 |
| New England: | | | |
| Boston..... | 39.8 | 18.7 | 30.2 |
| Bridgeport..... | 41.1 | 18.8 | 30.2 |
| Fall River..... | 38.2 | 17.6 | 29.5 |
| Manchester..... | 38.2 | 18.8 | 31.7 |
| New Haven..... | 40.8 | 19.0 | 31.7 |
| Portland, Maine..... | 38.1 | 18.5 | 29.0 |
| Providence..... | 39.3 | 17.8 | 29.8 |
| Middle Atlantic: | | | |
| Buffalo..... | 41.4 | 18.2 | 29.2 |
| Newark..... | 41.3 | 20.3 | 32.3 |
| New York..... | 39.8 | 19.9 | 30.6 |
| Philadelphia..... | 40.6 | 19.9 | 30.6 |
| Pittsburgh..... | 38.8 | 18.7 | 29.6 |
| Rochester..... | 40.1 | 18.9 | 29.9 |
| Scranton..... | 40.7 | 20.1 | 29.6 |
| East North-Central: | | | |
| Chicago..... | 38.9 | 19.2 | 29.7 |
| Cincinnati..... | 42.1 | 20.6 | 30.5 |
| Cleveland..... | 42.8 | 21.3 | 29.8 |
| Columbus..... | 39.2 | 19.7 | 30.2 |
| Detroit..... | 43.0 | 19.6 | 31.8 |
| Indianapolis..... | 37.9 | 19.1 | 27.8 |
| Milwaukee..... | 38.3 | 19.0 | 28.2 |
| Peoria..... | 36.5 | 20.4 | 29.3 |
| Springfield, Ill..... | 36.4 | 19.9 | 28.6 |
| West North-Central: | | | |
| Kansas City..... | 37.0 | 20.5 | 30.0 |
| Minneapolis..... | 37.7 | 19.2 | 29.8 |
| Omaha..... | 34.1 | 19.9 | 28.9 |
| St. Louis..... | 38.2 | 19.1 | 29.2 |
| St. Paul..... | 35.1 | 19.3 | 28.0 |
| Wichita..... | 34.9 | 19.0 | 27.5 |
| South Atlantic: | | | |
| Atlanta..... | 36.4 | 19.8 | 27.4 |
| Baltimore..... | 38.3 | 19.1 | 31.0 |
| Charleston, S. C..... | 33.8 | 19.7 | 28.3 |
| Jacksonville..... | 32.6 | 19.8 | 28.9 |
| Norfolk..... | 35.2 | 18.5 | 29.4 |
| Richmond..... | 38.8 | 18.9 | 28.4 |
| Savannah..... | 32.6 | 19.2 | 27.1 |
| Washington, D. C..... | 42.4 | 19.2 | 29.8 |
| Winston-Salem..... | 29.2 | 19.2 | 31.0 |
| East South-Central: | | | |
| Birmingham..... | 35.1 | 19.1 | 27.9 |
| Louisville..... | 35.7 | 20.5 | 28.1 |
| Memphis..... | 36.5 | 19.9 | 29.5 |
| Mobile..... | 34.1 | 19.0 | 28.8 |
| West South-Central: | | | |
| Dallas..... | 35.5 | 22.0 | 29.1 |
| El Paso..... | 39.5 | 19.8 | 31.2 |
| Houston..... | 34.6 | 18.5 | 28.2 |
| Little Rock..... | 34.2 | 20.5 | 27.9 |
| New Orleans..... | 36.8 | 18.8 | 28.3 |
| Oklahoma City..... | 34.4 | 18.7 | 29.7 |
| Mountain: | | | |
| Butte..... | 32.1 | 21.9 | 28.9 |
| Denver..... | 37.0 | 21.3 | 31.1 |
| Salt Lake City..... | 37.7 | 23.8 | 32.1 |
| Tucson..... | 40.3 | 21.3 | 30.5 |
| Pacific: | | | |
| Los Angeles..... | 42.7 | 19.3 | 30.6 |
| Portland, Oreg..... | 35.1 | 19.5 | 30.2 |
| San Francisco..... | 39.8 | 20.1 | 33.1 |
| Seattle..... | 39.8 | 19.8 | 33.2 |

Average Retail Prices, July 30, 1935 (cents)

| Markets | Leg of lamb (lb.) | Breast lamb (lb.) | Lamb square chuck (lb.) |
|-----------------------|-------------------------|-------------------------|----------------------------------|
| United States..... | 26.5 | 13.0 | 20.7 |
| New England: | | | |
| Boston..... | 24.8 | 13.2 | 17.0 |
| Bridgeport..... | 26.4 | 9.9 | 19.2 |
| Fall River..... | 25.5 | 11.2 | 18.6 |
| Manchester..... | 26.9 | 14.2 | 21.0 |
| New Haven..... | 26.0 | 12.2 | 22.5 |
| Portland, Maine..... | 25.3 | 14.2 | 19.1 |
| Providence..... | 24.5 | 15.4 | 20.3 |
| Middle Atlantic: | | | |
| Buffalo..... | 24.3 | 12.5 | 23.6 |
| Newark..... | 26.1 | 13.4 | 22.9 |
| New York..... | 25.3 | 11.6 | 19.2 |
| Philadelphia..... | 27.4 | 8.4 | 18.3 |
| Pittsburgh..... | 27.6 | 14.8 | 21.9 |
| Rochester..... | 24.3 | 13.5 | 21.6 |
| Scranton..... | 30.8 | 12.7 | 22.0 |
| East North-Central: | | | |
| Chicago..... | 26.7 | 12.0 | 23.0 |
| Cincinnati..... | 30.6 | 16.5 | 25.0 |
| Cleveland..... | 29.4 | 15.4 | 25.3 |
| Columbus..... | 30.6 | 16.9 | 26.8 |
| Detroit..... | 29.1 | 16.4 | 29.4 |
| Indianapolis..... | 30.3 | 13.5 | 22.8 |
| Milwaukee..... | 28.6 | 12.1 | 23.3 |
| Peoria..... | 28.3 | 14.4 | 21.3 |
| Springfield, Ill..... | 26.9 | 13.7 | 19.2 |
| West North-Central: | | | |
| Kansas City..... | 26.1 | 15.8 | 22.6 |
| Minneapolis..... | 25.7 | 10.3 | 20.9 |
| Omaha..... | 25.9 | 10.1 | 19.8 |
| St. Louis..... | 26.0 | 15.8 | 20.3 |
| St. Paul..... | 26.0 | 11.1 | 20.0 |
| Wichita..... | 26.0 | 10.5 | 20.5 |
| South Atlantic: | | | |
| Atlanta..... | 25.7 | 17.9 | 18.7 |
| Baltimore..... | 25.8 | 13.3 | 21.2 |
| Charleston, S. C..... | 28.6 | 15.0 | 20.0 |
| Jacksonville..... | 26.8 | 12.9 | 20.6 |
| Norfolk..... | 26.4 | 12.0 | 16.7 |
| Richmond..... | 28.3 | 14.3 | 22.1 |
| Savannah..... | 27.7 | 14.2 | 21.4 |
| Washington, D. C..... | 25.6 | 10.8 | 20.5 |
| Winston-Salem..... | 29.7 | 13.5 | 22.7 |
| East South-Central: | | | |
| Birmingham..... | 25.7 | 16.2 | 18.2 |
| Louisville..... | 28.6 | 16.3 | 23.8 |
| Memphis..... | 27.2 | 13.4 | 17.2 |
| Mobile..... | 27.3 | 13.7 | 18.5 |
| West South-Central: | | | |
| Dallas..... | 27.2 | 15.1 | 18.5 |
| El Paso..... | 26.2 | 15.0 | 20.8 |
| Houston..... | 30.4 | 15.4 | 19.5 |
| Little Rock..... | 26.6 | 13.5 | 18.6 |
| New Orleans..... | 24.8 | 13.4 | 16.9 |
| Oklahoma City..... | 26.0 | 14.9 | 22.1 |
| Mountain: | | | |
| Butte..... | 24.3 | 14.5 | 19.9 |
| Denver..... | 24.3 | 12.8 | 20.6 |
| Salt Lake City..... | 25.7 | 12.9 | 20.8 |
| Tucson..... | 28.3 | 13.1 | 23.9 |
| Pacific: | | | |
| Los Angeles..... | 24.3 | 10.6 | 17.6 |
| Portland, Oreg..... | 21.1 | 9.7 | 17.0 |
| San Francisco..... | 25.8 | 10.0 | 17.6 |
| Seattle..... | 23.9 | 11.4 | 19.0 |

LAMB

LAMB PRICES dropped during the latter half of July. Prices of lamb legs fell 0.8 cent a pound while square chuck dropped 0.5 cent and breast decreased 0.3 cent a pound. Trend in meat prices, it will be noticed, has been irregular, with beef and lamb both falling off somewhat in July, while pork prices resumed their rise.

IN DISCUSSING beef we noted that prices of the fancy cuts have increased less rapidly than have the prices of cheaper cuts. This is also true of lamb. For example, comparing prices on July 30, 1935 with those of July 31, 1934, leg of lamb has gone up 6 percent, square chuck is up 13.1 percent, and breast of lamb up 23.8 percent from last year's levels.

PRICES of lambs at the farm have also been dropping during the past few months. The average reported price at the farm on May 15 was \$6.59 a 100 pounds. This dropped to \$6.52 on June 15 and \$6.26 on July 15. The July 15 farm price represented 85 percent of pre-war purchasing power.

SLAUGHTER SUPPLIES of lambs during the remainder of 1935 are expected to be materially smaller than those of last year and some increase in lamb prices is likely during the fall. Ordinarily there is little change in the prices of lambs from August to November. Only twice since the war have lamb prices advanced during this period. This year, however, there may be some advance in lamb prices because of the small supplies in lambs and other livestock and because of some increase in consumer purchasing power.

1935'S LAMB CROP is estimated at about 27,600,000 head and is the smallest crop since 1929. Feed conditions in the western States have been much better this year than last and it is expected that lambs marketed this fall will be heavier than those marketed last year and probably they will be of better-than-average grade.

POULTRY AND EGGS

EGGS went up 0.9 cent a dozen during the last 2 weeks in July; there was no change in the average price of hens. The wholesale prices of eggs continued upward throughout July and the first half of August, and from now until about the last of November consumers can expect the usual seasonal rise in egg prices. On the other hand, ordinarily there is some drop in poultry prices during this period.

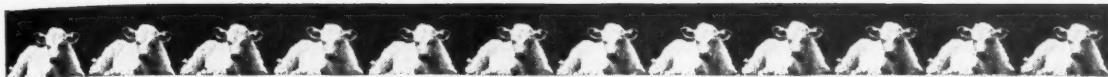
FROM MAY TO JULY of this year the rise in egg prices has been less than the normal seasonal increase. This is true both of retail prices and wholesale prices and appears to be due partly at least to the fact that the receipts of eggs during this period did not drop so much as usual. Receipts of eggs from now until November and December are expected to be higher than those of a year ago. On the other hand storage holdings of eggs are relatively small for this time of the year.

INCREASED RECEIPTS of eggs this year appear to be due mainly to greater production per bird on account of more plentiful feed. There are fewer layers now than there were a year ago. Hatchings continue above last year's levels. Commercial hatcheries report an increase of about 21 percent in business for the first half of 1935. This should have a noticeable effect on the receipts of poultry in the early fall and will also help to keep up production of eggs during the winter and early spring.

COLD STORAGE stocks of eggs on August 1 were 8,900,000 cases compared with 9,000,000 cases a year ago.

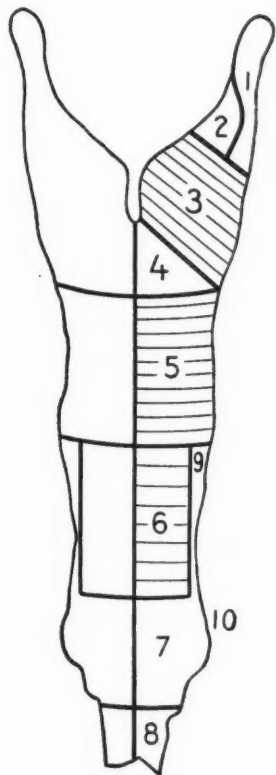
Average Retail Prices, July 30, 1935 (cents)

| Markets | Hens (lb.) | Eggs (doz.) |
|-----------------------|---------------|----------------|
| United States..... | 28.2 | 34.5 |
| New England: | | |
| Boston..... | 31.5 | 45.6 |
| Bridgeport..... | 32.9 | 46.9 |
| Fall River..... | 28.0 | 43.4 |
| Manchester..... | 31.1 | 42.4 |
| New Haven..... | 34.6 | 44.4 |
| Portland, Maine..... | 31.5 | 42.7 |
| Providence..... | 31.2 | 45.6 |
| Middle Atlantic: | | |
| Buffalo..... | 28.1 | 35.5 |
| Newark..... | 33.6 | 43.7 |
| New York..... | 31.2 | 42.0 |
| Philadelphia..... | 31.9 | 36.4 |
| Pittsburgh..... | 29.6 | 33.1 |
| Rochester..... | 30.2 | 35.6 |
| Scranton..... | 36.4 | 35.9 |
| East North-Central: | | |
| Chicago..... | 28.4 | 33.2 |
| Cincinnati..... | 26.7 | 32.9 |
| Cleveland..... | 31.8 | 34.6 |
| Columbus..... | 29.9 | 30.8 |
| Detroit..... | 29.5 | 31.7 |
| Indianapolis..... | 26.2 | 28.8 |
| Milwaukee..... | 25.3 | 29.5 |
| Peoria..... | 26.3 | 27.9 |
| Springfield, Ill..... | 24.4 | 27.8 |
| West North-Central: | | |
| Kansas City..... | 26.3 | 30.5 |
| Minneapolis..... | 25.6 | 30.1 |
| Omaha..... | 24.5 | 28.7 |
| St. Louis..... | 24.8 | 30.7 |
| St. Paul..... | 25.0 | 30.0 |
| Wichita..... | 24.4 | 25.8 |
| South Atlantic: | | |
| Atlanta..... | 24.2 | 33.3 |
| Baltimore..... | 30.9 | 36.9 |
| Charleston, S. C..... | 24.0 | 32.3 |
| Jacksonville..... | 27.1 | 38.8 |
| Norfolk..... | 26.6 | 32.4 |
| Richmond..... | 28.3 | 31.9 |
| Savannah..... | 21.6 | 29.9 |
| Washington, D. C..... | 32.2 | 39.5 |
| Winston-Salem..... | 25.2 | 30.7 |
| East South-Central: | | |
| Birmingham..... | 21.4 | 30.5 |
| Louisville..... | 25.5 | 29.0 |
| Memphis..... | 22.4 | 31.5 |
| Mobile..... | 20.4 | 28.7 |
| West South-Central: | | |
| Dallas..... | 24.5 | 31.4 |
| El Paso..... | 25.0 | 41.4 |
| Houston..... | 28.5 | 30.0 |
| Little Rock..... | 21.5 | 29.3 |
| New Orleans..... | 23.4 | 31.3 |
| Oklahoma City..... | 21.2 | 27.5 |
| Mountain: | | |
| Butte..... | 27.0 | 35.9 |
| Denver..... | 27.9 | 37.5 |
| Salt Lake City..... | 29.2 | 33.6 |
| Tucson..... | 28.8 | 42.0 |
| Pacific: | | |
| Los Angeles..... | 32.9 | 35.2 |
| Portland, Oreg..... | 26.2 | 32.6 |
| San Francisco..... | 33.8 | 35.6 |
| Seattle..... | 29.1 | 35.0 |



COOK ACCORDING TO THE CUT

VEAL

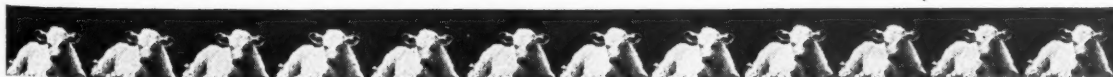


1. Shank—Soup; fricassee; ground meat.
2. Heel—Fricassee; pot roast; ground meat.
3. Round—Cutlets; veal birds; roast.
4. Rump—Pot roast.
5. Loin—Braised chops; roast.
6. Rack—Braised chops; roast.
7. Chuck—Pot roast; fricassee.
8. Neck—Fricassee.
9. Breast—Fricassee.
10. Fore shank—Soup; fricassee; ground meat.

Other Edible Parts

- Heart—Stew; stuffed and braised.
 Kidney—Stew; meat pie.
 Liver—Broiled; fried; braised.
 Tongue—(Fresh, corned, pickled, smoked) boiled.
 Brains—Fried; braised; scrambled.
 Sweetbreads—Broiled; creamed.

Veal obtained from very young calves, called "vealers", usually 3 to 8 weeks of age, is most plentiful in retail markets from January to July. Veal from "calves", ranging between 3 and 10 months in age, are marketed in largest quantities from June to November.



CEREAL PRODUCTS

ONLY CHANGE in retail prices of cereal products in the last 2 weeks of July occurred in macaroni which increased 0.1 cent a pound. Macaroni prices, however, were still slightly below those of a year ago. Retail price of flour is exactly the same as it was a year earlier while the price of a 28-ounce package of wheat cereal averaged 0.5 cent higher than last year's price.

FARM PRICE of wheat fell during the last few months prior to August. It appears likely that the August farm price will be above that of July. Farmers reported an average price of 87.8 cents a bushel on May 15, 77.3 cents on June 15, and 76.4 cents on July 15. The whole-sale market of wheat was somewhat irregular during June and July but strengthened somewhat during the last part of July and early August.

SOME MAJOR CHANGES in crop prospects showed up in the August crop report, particularly in grain crops. Until August it was believed that the corn crop would be small but corn grew vigorously during July and is now expected to produce a yield nearly equal to the average of the last 10 years. This improvement during July increased the prospective corn crop by about 228 million bushels, or 11 percent.

ON THE OTHER HAND spring wheat which appeared to be making good progress during June has been injured severely by rust and by hot weather, and in some areas by drought. The forecast of spring wheat production was reduced from 273 million bushels to 176 million bushels. Also it appears that the winter wheat is turning out smaller in amount than was expected. Total wheat supplies for the year are now expected to be about 760 million bushels, including amounts carried over from previous crops. This amount of wheat will be 135 million bushels in excess of average domestic requirements. Carryover at the end of the year will be smaller than usual.

Average Retail Prices, July 30, 1935 (cents)

| Markets | Flour Macaroni | | Wheat cereal (28 oz. pkg.) |
|-----------------------|----------------|-------|-------------------------------------|
| | (lb.) | (lb.) | |
| United States..... | 4.9 | 15.7 | 24.7 |
| New England: | | | |
| Boston..... | 4.7 | 14.9 | 23.5 |
| Bridgeport..... | 5.4 | 16.8 | 25.0 |
| Fall River..... | 5.0 | 16.6 | 23.1 |
| Manchester..... | 5.0 | 17.4 | 25.9 |
| New Haven..... | 5.3 | 16.5 | 23.6 |
| Portland, Maine..... | 4.8 | 17.9 | 24.3 |
| Providence..... | 4.9 | 15.1 | 22.9 |
| Middle Atlantic: | | | |
| Buffalo..... | 5.2 | 16.8 | 24.7 |
| Newark..... | 5.5 | 16.3 | 24.3 |
| New York..... | 5.6 | 16.8 | 23.6 |
| Philadelphia..... | 4.9 | 16.4 | 25.0 |
| Pittsburgh..... | 4.5 | 16.0 | 23.5 |
| Rochester..... | 5.3 | 15.3 | 23.6 |
| Scranton..... | 5.0 | 17.4 | 24.5 |
| East North-Central: | | | |
| Chicago..... | 4.9 | 14.1 | 25.0 |
| Cincinnati..... | 4.7 | 15.5 | 22.6 |
| Cleveland..... | 4.9 | 17.2 | 23.1 |
| Columbus..... | 4.4 | 17.6 | 27.3 |
| Detroit..... | 4.7 | 14.8 | 23.5 |
| Indianapolis..... | 4.4 | 15.2 | 25.7 |
| Milwaukee..... | 4.7 | 14.1 | 24.3 |
| Peoria..... | 5.0 | 16.4 | 25.0 |
| Springfield, Ill..... | 5.3 | 15.4 | 26.1 |
| West North-Central: | | | |
| Kansas City..... | 4.7 | 16.6 | 23.5 |
| Minneapolis..... | 4.9 | 14.3 | 22.2 |
| Omaha..... | 4.6 | 19.0 | 24.3 |
| St. Louis..... | 4.9 | 16.3 | 25.7 |
| St. Paul..... | 4.8 | 14.3 | 23.5 |
| Wichita..... | 4.4 | 16.8 | 24.7 |
| South Atlantic: | | | |
| Atlanta..... | 5.5 | 17.6 | 26.3 |
| Baltimore..... | 4.9 | 15.5 | 24.3 |
| Charleston, S. C..... | 5.4 | 15.3 | 25.0 |
| Jacksonville..... | 5.6 | 14.9 | 26.6 |
| Norfolk..... | 4.9 | 15.4 | 25.7 |
| Richmond..... | 4.8 | 15.4 | 23.6 |
| Savannah..... | 5.3 | 16.3 | 25.6 |
| Washington, D. C..... | 5.3 | 15.7 | 24.0 |
| Winston-Salem..... | 4.7 | 14.5 | 29.6 |
| East South-Central: | | | |
| Birmingham..... | 5.3 | 13.5 | 25.6 |
| Louisville..... | 4.8 | 14.2 | 24.3 |
| Memphis..... | 5.6 | 14.5 | 28.0 |
| Mobile..... | 5.1 | 16.7 | 25.6 |
| West South-Central: | | | |
| Dallas..... | 4.8 | 18.2 | 26.6 |
| El Paso..... | 5.2 | 17.2 | 25.9 |
| Houston..... | 4.6 | 12.9 | 22.9 |
| Little Rock..... | 4.6 | 15.7 | 30.1 |
| New Orleans..... | 6.1 | 9.6 | 24.0 |
| Oklahoma City..... | 5.0 | 13.4 | 27.0 |
| Mountain: | | | |
| Butte..... | 4.6 | 16.5 | 26.6 |
| Denver..... | 3.9 | 15.7 | 25.0 |
| Salt Lake City..... | 3.7 | 16.8 | 26.1 |
| Tucson..... | 5.1 | 16.1 | 26.1 |
| Pacific: | | | |
| Los Angeles..... | 4.3 | 14.9 | 23.8 |
| Portland, Oreg..... | 4.4 | 17.1 | 22.2 |
| San Francisco..... | 4.8 | 15.9 | 23.8 |
| Seattle..... | 4.4 | 16.5 | 26.3 |

Average Retail Prices, July 30, 1935 (cents)

| Markets | Potatoes (lb.) | Onions (lb.) | Cabbage (lb.) |
|-----------------------|-------------------|-----------------|------------------|
| United States..... | 1.9 | 4.5 | 2.6 |
| New England: | | | |
| Boston..... | 1.9 | 4.7 | 2.9 |
| Bridgeport..... | 1.8 | 5.0 | 3.1 |
| Fall River..... | 1.7 | 4.8 | 2.9 |
| Manchester..... | 1.9 | 4.5 | 3.1 |
| New Haven..... | 2.0 | 4.2 | 2.2 |
| Portland, Maine..... | 1.8 | 5.1 | 2.7 |
| Providence..... | 1.7 | 3.9 | 2.3 |
| Middle Atlantic: | | | |
| Buffalo..... | 1.6 | 4.5 | 2.1 |
| Newark..... | 1.7 | 4.5 | 3.0 |
| New York..... | 2.0 | 4.4 | 3.0 |
| Philadelphia..... | 1.7 | 4.1 | 2.5 |
| Pittsburgh..... | 1.7 | 5.1 | 2.4 |
| Rochester..... | 1.6 | 4.5 | 3.0 |
| Scranton..... | 1.5 | 3.9 | 2.1 |
| East North-Central: | | | |
| Chicago..... | 2.1 | 4.0 | 2.4 |
| Cincinnati..... | 2.2 | 5.2 | 2.2 |
| Cleveland..... | 1.9 | 5.0 | 2.3 |
| Columbus..... | 1.9 | 6.1 | 2.6 |
| Detroit..... | 1.7 | 4.0 | 1.5 |
| Indianapolis..... | 1.9 | 4.6 | 2.2 |
| Milwaukee..... | 1.8 | 4.2 | 2.2 |
| Peoria..... | 1.8 | 5.5 | 2.5 |
| Springfield, Ill..... | 1.8 | 5.6 | 2.0 |
| West North-Central: | | | |
| Kansas City..... | 1.8 | 4.9 | 2.6 |
| Minneapolis..... | 1.8 | 4.6 | 1.8 |
| Omaha..... | 1.7 | 5.3 | 2.1 |
| St. Louis..... | 1.9 | 4.5 | 2.1 |
| St. Paul..... | 1.8 | 5.3 | 2.2 |
| Wichita..... | 1.5 | 4.8 | 2.7 |
| South Atlantic: | | | |
| Atlanta..... | 2.1 | 4.9 | 2.3 |
| Baltimore..... | 1.6 | 4.4 | 2.1 |
| Charleston, S. C..... | 2.2 | 5.6 | 3.6 |
| Jacksonville..... | 1.9 | 4.9 | 3.0 |
| Norfolk..... | 1.8 | 4.8 | 2.8 |
| Richmond..... | 1.7 | 5.7 | 3.0 |
| Savannah..... | 2.1 | 4.9 | 2.3 |
| Washington, D. C..... | 1.6 | 5.0 | 3.5 |
| Winston-Salem..... | 2.4 | 7.1 | 2.5 |
| East South-Central: | | | |
| Birmingham..... | 1.8 | 4.4 | 2.4 |
| Louisville..... | 1.7 | 4.6 | 2.4 |
| Memphis..... | 2.6 | 3.9 | 2.3 |
| Mobile..... | 2.2 | 4.4 | 3.2 |
| West South-Central: | | | |
| Dallas..... | 3.2 | 3.3 | 3.8 |
| El Paso..... | 2.1 | 2.9 | 2.8 |
| Houston..... | 2.7 | 3.4 | 3.7 |
| Little Rock..... | 1.7 | 4.2 | 3.0 |
| New Orleans..... | 2.0 | 4.1 | 3.6 |
| Oklahoma City..... | 1.9 | 4.4 | 2.9 |
| Mountain: | | | |
| Butte..... | 2.1 | 5.8 | 3.7 |
| Denver..... | 2.4 | 4.5 | 1.8 |
| Salt Lake City..... | 1.5 | 5.2 | 2.2 |
| Tucson..... | 1.9 | 4.3 | 2.6 |
| Pacific: | | | |
| Los Angeles..... | 1.8 | 3.0 | 1.7 |
| Portland, Oreg..... | 1.8 | 4.6 | 2.6 |
| San Francisco..... | 2.1 | 4.1 | 7.4 |
| Seattle..... | 1.7 | 3.2 | 2.6 |

VEGETABLES

(Fresh)

POTATOES, onions, and cabbage all dropped during the latter half of July and at the end of the month were all below prices a year earlier. Cabbage was considered very cheap a year ago at 3.5 cents a pound. This year the average price is reported at only 2.6 cents a pound or about 26 percent less than last year's low price. At this figure there can be no doubt that cabbage is a very economical food. This situation is rather typical of fruit and vegetable crops at the present time. Most fruits and vegetables are selling at very reasonable prices.

PRICES OF POTATOES on wholesale markets have been dropping for several weeks. The August crop report indicates that prospects for the potato crop have improved during July and total production is now forecast at 377 million bushels as compared with 385 million bushels in 1934 and an average of 363 million bushels from 1928 to 1932. There has been a good deal of blight damage in Northeastern States, but the crop on the whole appears to be turning out well. The usual seasonal movement of prices is downward from now until the harvesting of the late crop gets well under way in the fall. Average price received by farmers for potatoes in July was 52 cents per bushel. Last year at this time the price was 66.9 cents per bushel. Parity price as defined in the new Act is about 90 cents per bushel.

THE THREE most important potato States in the northeast, Maine, New York, and Pennsylvania, are expected to have a crop of about 25 percent less than that of last year. This is offset by sharp gains in the Western States and some of the Central States.

REPORTS INDICATE a drop in the acreage of cabbage in the late States, amounting to about 5 percent in the domestic type and about 6 percent in the Danish type which is commonly used for winter storage. However, the yield per acre of cabbage is likely to be higher than a year ago in most States.

AUGUST 1 forecast of the onion crop is about 11 million sacks compared with about 9 million sacks last year and 5-year average production of about 10 million sacks.

VEGETABLES

(Fresh)

LETTUCE AND CARROTS fell off in price during the latter half of July while spinach prices increased rather substantially. Prices of all three of these vegetables ended this month below last July's levels. This is true of a number of other fresh vegetables.

REPORTS from California indicate that there was a steady improvement in the lettuce crop on the central coast during July. The yield per acre has also been improving in that section. Condition of the late lettuce crop is reported to be better than it was a year ago.

LITTLE INFORMATION about spinach supplies is available at this time of the year because most markets get their crop from local market gardeners who are not covered by Federal crop statistics. Spinach prices have continued to be lower than last year and probable supplies are fairly plentiful in most markets.

ACREAGE of carrots in the late States is estimated to be slightly below that of 1934. Decreases are reported in Michigan, New York, and Washington and increases in Colorado, Illinois, Indiana, Minnesota, Ohio, and Pennsylvania. A preliminary estimate of the production for the fall, early, second early, and intermediate groups of States indicates a crop of carrots of about 3 percent above last year's crop.

MANY of the vegetable crops are showing increases in production. Snap beans and cantaloupes have been among the most spectacular. The August forecast indicates a crop of snap beans 47 percent above that of last year and a crop of cantaloupes in the late group of States 86 percent above that of a year ago.

Average Retail Prices, July 30, 1935 (cents)

| Markets | Lettuce (head) | Spinach (lb.) | Carrots (bunch) |
|-----------------------|-------------------|------------------|--------------------|
| United States..... | 9.1 | 7.0 | 4.5 |
| New England: | | | |
| Boston..... | 10.8 | 8.1 | 5.3 |
| Bridgeport..... | 11.5 | 8.4 | 5.1 |
| Fall River..... | 9.1 | 7.4 | 5.0 |
| Manchester..... | 8.1 | 7.1 | 4.9 |
| New Haven..... | 10.5 | 7.3 | 4.4 |
| Portland, Maine..... | 11.7 | 7.8 | 5.9 |
| Providence..... | 11.0 | 5.1 | 4.1 |
| Middle Atlantic: | | | |
| Buffalo..... | 7.9 | 6.2 | 4.4 |
| Newark..... | 11.9 | 10.9 | 6.1 |
| New York..... | 11.1 | 12.1 | 5.4 |
| Philadelphia..... | 10.8 | 8.0 | 4.3 |
| Pittsburgh..... | 9.8 | 7.0 | 3.2 |
| Rochester..... | 9.2 | 6.1 | 3.6 |
| Scranton..... | 10.3 | 8.0 | 4.9 |
| East North-Central: | | | |
| Chicago..... | 9.0 | 10.7 | 3.7 |
| Cincinnati..... | 10.5 | 5.2 | 3.2 |
| Cleveland..... | 10.3 | 7.2 | 4.6 |
| Columbus..... | 11.5 | 8.1 | 4.0 |
| Detroit..... | 9.3 | 5.4 | 4.1 |
| Indianapolis..... | 10.1 | 5.0 | 3.6 |
| Milwaukee..... | 9.3 | 7.4 | 2.9 |
| Peoria..... | 9.4 | 7.6 | 5.4 |
| Springfield, Ill..... | 9.1 | 6.0 | 4.7 |
| West North-Central: | | | |
| Kansas City..... | 9.7 | 5.2 | 5.2 |
| Minneapolis..... | 9.0 | 8.9 | 3.4 |
| Omaha..... | 9.7 | 8.8 | 2.7 |
| St. Louis..... | 7.9 | 6.2 | 4.9 |
| St. Paul..... | 9.9 | 6.9 | 3.5 |
| Wichita..... | 8.9 | 8.1 | 4.9 |
| South Atlantic: | | | |
| Atlanta..... | 10.0 | 6.2 | 6.3 |
| Baltimore..... | 11.0 | 10.4 | 6.1 |
| Charleston, S. C..... | 10.5 | 10.3 | 5.7 |
| Jacksonville..... | 9.0 | 10.1 | 6.2 |
| Norfolk..... | 10.8 | 4.2 | 4.5 |
| Richmond..... | 11.3 | 6.3 | 4.1 |
| Savannah..... | 9.7 | 5.3 | 8.2 |
| Washington, D. C..... | 11.6 | 6.3 | 7.2 |
| Winston-Salem..... | 12.5 | 8.0 | 8.7 |
| East South-Central: | | | |
| Birmingham..... | 8.9 | 5.6 | 5.3 |
| Louisville..... | 8.5 | 10.0 | 3.5 |
| Memphis..... | 6.0 | 7.7 | 4.5 |
| Mobile..... | 8.9 | 8.4 | 5.5 |
| West South-Central: | | | |
| Dallas..... | 6.9 | 11.3 | 5.7 |
| El Paso..... | 5.3 | 8.1 | 2.4 |
| Houston..... | 6.2 | 5.7 | 5.2 |
| Little Rock..... | 6.1 | 8.6 | 5.1 |
| New Orleans..... | 8.0 | 9.3 | 5.6 |
| Oklahoma City..... | 6.2 | 6.8 | 4.8 |
| Mountain: | | | |
| Butte..... | 8.4 | 8.1 | 4.1 |
| Denver..... | 7.9 | 4.5 | 3.5 |
| Salt Lake City..... | 9.7 | 6.0 | 2.3 |
| Tucson..... | 5.0 | 7.3 | 2.3 |
| Pacific: | | | |
| Los Angeles..... | 5.3 | 2.6 | 2.6 |
| Portland, Oreg..... | 5.2 | 5.1 | 3.7 |
| San Francisco..... | 4.5 | 4.5 | 2.4 |
| Seattle..... | 4.8 | 4.4 | 2.1 |

| Average Retail Prices, July 30, 1935 (cents) | | Apples | Bananas | Oranges |
|--|-------|--------------|---------|---------|
| Markets | (lb.) | (doz., lb.*) | (doz.) | |
| United States..... | 5.4 | 21.9 | 32.3 | |
| New England: | | | | |
| Boston..... | 5.3 | *5.9 | 34.8 | |
| Bridgeport..... | 6.4 | *6.3 | 34.9 | |
| Fall River..... | 6.3 | *6.3 | 34.3 | |
| Manchester..... | 6.2 | *6.1 | 37.2 | |
| New Haven..... | 5.0 | 22.0 | 35.9 | |
| Portland, Maine..... | 4.3 | *6.8 | 35.2 | |
| Providence..... | 5.5 | *5.9 | 36.9 | |
| Middle Atlantic: | | | | |
| Buffalo..... | 4.4 | 24.7 | 30.4 | |
| Newark..... | 6.7 | 25.0 | 34.5 | |
| New York..... | 6.0 | 22.8 | 39.2 | |
| Philadelphia..... | 4.6 | 19.5 | 39.0 | |
| Pittsburgh..... | 4.7 | 22.3 | 36.7 | |
| Rochester..... | 5.7 | 22.1 | 31.4 | |
| Scranton..... | 5.0 | 19.1 | 33.3 | |
| East North-Central: | | | | |
| Chicago..... | 5.3 | *6.4 | 34.3 | |
| Cincinnati..... | 4.9 | *6.4 | 32.1 | |
| Cleveland..... | 4.8 | *6.2 | 32.7 | |
| Columbus..... | 4.5 | *6.1 | 34.5 | |
| Detroit..... | 4.5 | *5.8 | 32.8 | |
| Indianapolis..... | 4.0 | *6.5 | 33.4 | |
| Milwaukee..... | 5.1 | *6.3 | 29.7 | |
| Peoria..... | 4.6 | *6.7 | 33.0 | |
| Springfield, Ill..... | 3.9 | *6.6 | 36.7 | |
| West North-Central: | | | | |
| Kansas City..... | 4.5 | *6.8 | 34.5 | |
| Minneapolis..... | 9.1 | *7.0 | 34.4 | |
| Omaha..... | 5.1 | *7.7 | 31.0 | |
| St. Louis..... | 5.7 | *6.3 | 31.4 | |
| St. Paul..... | 7.3 | *7.3 | 33.6 | |
| Wichita..... | 9.0 | *6.6 | 32.3 | |
| South Atlantic: | | | | |
| Atlanta..... | 4.8 | 22.0 | 27.2 | |
| Baltimore..... | 4.8 | 18.9 | 33.9 | |
| Charleston, S. C..... | 5.5 | 20.6 | 30.0 | |
| Jacksonville..... | 7.6 | 15.1 | 23.2 | |
| Norfolk..... | 4.4 | 19.2 | 35.2 | |
| Richmond..... | 5.2 | 22.9 | 34.4 | |
| Savannah..... | 5.1 | 18.1 | 25.2 | |
| Washington, D. C..... | 6.8 | 21.1 | 35.3 | |
| Winston-Salem..... | 4.0 | *5.6 | 37.2 | |
| East South-Central: | | | | |
| Birmingham..... | 5.8 | *5.6 | 33.9 | |
| Louisville..... | 4.0 | *6.0 | 33.8 | |
| Memphis..... | 5.3 | *5.5 | 30.0 | |
| Mobile..... | 6.0 | 15.6 | 31.1 | |
| West South-Central: | | | | |
| Dallas..... | 7.9 | *6.2 | 38.5 | |
| El Paso..... | 9.0 | *5.0 | 24.2 | |
| Houston..... | — | 19.4 | 30.3 | |
| Little Rock..... | 6.0 | *5.6 | 31.3 | |
| New Orleans..... | 6.5 | 15.1 | 33.4 | |
| Oklahoma City..... | 5.0 | *6.6 | 33.8 | |
| Mountain: | | | | |
| Butte..... | 8.4 | *9.3 | 29.4 | |
| Denver..... | 5.2 | *7.2 | 30.0 | |
| Salt Lake City..... | 8.6 | *7.7 | 26.8 | |
| Tucson..... | 7.6 | *4.6 | 18.9 | |
| Pacific: | | | | |
| Los Angeles..... | 5.6 | *6.1 | 14.6 | |
| Portland, Oreg..... | 5.1 | *7.5 | 23.3 | |
| San Francisco..... | 5.5 | 21.5 | 25.2 | |
| Seattle..... | 5.9 | *7.0 | 27.0 | |

FRUIT

(Fresh)

APPLES dropped from 6.3 cents a pound on July 16 to 5.4 cents on July 30 as the new crop began to come on the market in some volume. This is in line with the usual seasonal trend at this time of the year and apple prices are likely to continue downward until fall.

TOTAL PRODUCTION of apples this year, it is estimated, will be about 169 million bushels. This is about 40 percent more than the light crop of 1934 and about 5 percent above the average production for 1928-32. The frequent rains east of the Mississippi River have apparently resulted in a rather severe infestation of scab in many sections and this is likely to lead to a rather large supply of low grade fruit in these sections.

CROP of peaches this year is about 14 percent higher than a year ago. The pear crop is about 10 percent below last year. Grapes and cherries are both likely to be more plentiful than a year ago. The total crop of all deciduous fruits is likely to be about 24 percent greater than the 1934 crop and somewhat above the 5-year average for 1928-32.

CITRUS FRUIT prospects, however, are for a production below average due chiefly to a freeze in the Gulf States last winter. Abundant rains in Florida and Texas have benefitted the citrus groves in those States during July.

PRICES of most fruits continue to be relatively low. Apple prices are now about 17 percent below those of last year and oranges are about 12.5 percent below last year's levels, while banana prices are 6.4 percent below those of last year.

Average Retail Prices, July 30, 1935 (cents)

| Markets | Peaches #2½ can | Pears #2½ can | Pineapple #2½ can | Corn #2 can | Peas #2 can | Tomatoes #2 (2½*) can |
|---------------------|--------------------|------------------|----------------------|----------------|----------------|-----------------------------|
| United States | 19.7 | 23.0 | 22.7 | 13.0 | 17.4 | 10.3 |
| New England: | | | | | | |
| Boston | 19.1 | 23.0 | 22.3 | 13.8 | 17.8 | 12.4 |
| Bridgeport | 20.6 | 25.2 | 24.0 | 15.1 | 21.3 | 13.1 |
| Fall River | 18.9 | 22.2 | 22.5 | 11.9 | 18.4 | 9.9 |
| Manchester | 20.8 | 24.1 | 23.6 | 13.9 | 19.3 | 11.8 |
| New Haven | 21.0 | 24.7 | 23.7 | 14.1 | 18.4 | 11.9 |
| Portland, Maine | 20.4 | 24.7 | 23.0 | 13.5 | 17.4 | 11.4 |
| Providence | 18.4 | 21.2 | 21.9 | 12.8 | 19.3 | 10.1 |
| Middle Atlantic: | | | | | | |
| Buffalo | 20.9 | 23.8 | 22.8 | 12.8 | 16.8 | 10.6 |
| Newark | 18.5 | 21.4 | 22.0 | 13.6 | 19.6 | 10.8 |
| New York | 17.9 | 21.1 | 20.8 | 13.3 | 17.0 | 10.4 |
| Philadelphia | 19.1 | 22.2 | 21.9 | 12.6 | 17.5 | 11.3 |
| Pittsburgh | 19.5 | 22.7 | 23.1 | 12.8 | 18.0 | 10.3 |
| Rochester | 20.9 | 23.7 | 22.9 | 13.9 | 16.8 | 11.4 |
| Scranton | 19.8 | 20.7 | 22.4 | 14.1 | 16.8 | 10.4 |
| East North-Central: | | | | | | |
| Chicago | 21.5 | 25.0 | 24.2 | 13.9 | 15.5 | 11.4 |
| Cincinnati | 19.8 | 24.1 | 23.3 | 12.8 | 16.4 | 12.0 |
| Cleveland | 21.1 | 24.2 | 24.0 | 13.9 | 17.9 | 11.9 |
| Columbus | 21.0 | 25.8 | 24.8 | 13.3 | 18.6 | 10.0 |
| Detroit | 19.7 | 22.8 | 23.0 | 11.3 | 18.0 | 10.1 |
| Indianapolis | 19.4 | 26.1 | 23.9 | 11.8 | 17.5 | 10.0 |
| Milwaukee | 21.8 | 20.4 | 23.8 | 12.6 | 17.9 | 10.8 |
| Peoria | 21.9 | 25.2 | 23.6 | 13.8 | 17.1 | 11.3 |
| Springfield, Ill | 21.5 | 26.6 | 23.6 | 13.9 | 19.1 | 12.1 |
| West North-Central: | | | | | | |
| Kansas City | 19.5 | 23.7 | 22.8 | 11.1 | 16.0 | 9.9 |
| Minneapolis | 21.1 | 24.1 | 24.4 | 11.9 | 16.0 | 11.6 |
| Omaha | 20.7 | 23.4 | 24.2 | 12.8 | 17.4 | 11.5 |
| St. Louis | 19.2 | 23.4 | 22.9 | 12.0 | 17.8 | 9.5 |
| St. Paul | 21.6 | 23.7 | 23.9 | 12.9 | 16.6 | 11.0 |
| Wichita | 18.4 | 22.1 | 23.1 | 11.8 | 17.6 | 9.8 |
| South Atlantic: | | | | | | |
| Atlanta | 20.4 | 23.4 | 23.9 | 12.5 | 18.4 | 9.1 |
| Baltimore | 18.0 | 21.0 | 20.2 | 13.8 | 16.3 | 9.9 |
| Charleston, S. C | 19.5 | 22.1 | 22.5 | 11.3 | 18.4 | 9.5 |
| Jacksonville | 19.0 | 24.3 | 22.7 | 12.6 | 18.6 | 8.8 |
| Norfolk | 20.1 | 23.8 | 23.9 | 12.1 | 15.0 | 9.1 |
| Richmond | 19.5 | 22.5 | 23.6 | 13.4 | 18.3 | 8.8 |
| Savannah | 21.2 | 24.2 | 23.4 | 13.3 | 20.3 | 8.6 |
| Washington, D. C | 17.7 | 22.9 | 21.6 | 13.1 | 14.6 | 9.3 |
| Winston-Salem | 23.7 | 28.0 | 27.5 | 13.9 | 22.0 | 11.0 |
| East South-Central: | | | | | | |
| Birmingham | 20.3 | 23.5 | 23.0 | 11.1 | 15.5 | 9.0 |
| Louisville | 21.1 | 24.0 | 23.3 | 12.6 | 16.1 | 9.8 |
| Memphis | 18.6 | 22.3 | 22.0 | 12.5 | 19.6 | 9.1 |
| Mobile | 17.3 | 20.2 | 19.8 | 12.3 | 16.3 | 8.6 |
| West South-Central: | | | | | | |
| Dallas | 20.9 | 25.6 | 24.4 | 13.8 | 20.4 | 9.6 |
| El Paso | 21.1 | 23.8 | 22.6 | 13.3 | 19.0 | 10.5 |
| Houston | 17.1 | 21.0 | 20.9 | 11.5 | 17.3 | 8.3 |
| Little Rock | 20.6 | 25.6 | 25.0 | 13.0 | 17.3 | 9.6 |
| New Orleans | 18.4 | 24.2 | 22.1 | 13.6 | 18.8 | 9.8 |
| Oklahoma City | 21.0 | 24.7 | 23.2 | 12.6 | 18.6 | 10.0 |
| Mountain: | | | | | | |
| Butte | 19.6 | 23.0 | 24.5 | 13.6 | 17.4 | 11.5 |
| Denver | 21.0 | 23.6 | 23.9 | 14.0 | 18.0 | 11.6 |
| Salt Lake City | 21.8 | 24.5 | 23.1 | 13.4 | 17.3 | *11.2 |
| Tucson | 19.3 | 23.0 | 20.5 | 16.5 | 20.0 | *13.8 |
| Pacific: | | | | | | |
| Los Angeles | 16.3 | 18.9 | 19.3 | 13.3 | 16.4 | *12.4 |
| Portland, Oreg | 19.7 | 20.4 | 21.2 | 13.1 | 17.5 | *13.5 |
| San Francisco | 17.0 | 19.5 | 19.7 | 14.0 | 16.1 | *13.0 |
| Seattle | 19.9 | 21.2 | 20.9 | 14.0 | 17.8 | *13.3 |

Is It Lean Meat You Want?

[Concluded from Page 3]

TWENTY-FIVE cents will buy different amounts of lean meat depending on when and where you buy. If you were choosing from among the five cuts listed on page 3 and were buying at the average price for each cut as quoted by the Bureau of Labor Statistics for the country, 25 cents spent for each cut would purchase these amounts of lean meat on July 30: Sirloin, 7 ounces; rib roast, 8 ounces; round steak, 9 ounces; chuck, 12 ounces; plate beef, 14 ounces.

Your Food Bill

[Concluded from Page 5]

the fact that some increases in prices of dairy products ordinarily occur at this time of the year. It is an interesting fact that the small drop in the index of prices paid by farmers which was recorded on July 15 was the first decline since the low point of 100 was reached in March 1933.

INDUSTRIAL ACTIVITY has been holding up well during the summer and consumer purchasing power appears to be on the upward grade. The demand for most farm products seems to be definitely above that of the last few years. A year ago there was a sharp decline in industrial activity from June to July but this year the July level seems to be about the same as that in June. There has been a marked increase in the output of durable goods in recent months and an improvement noted in a number of industries using steel. Output of farm machinery and metal containers continues at high levels. Activity in the machine-tool industry has increased. Retail sales of automobiles are holding up unusually well. The outstanding feature of industrial output during July was a marked increase in steel-mill activity. Activity in steel mills at the first of August was at the highest level since April in contrast to the usual seasonal decline during July.

RETAIL SALES continue at levels higher than a year ago. Mail-order houses have been reporting the highest sales since 1929 and sales of chain stores in rural areas are somewhat above last year's levels. Department stores' sales also are running ahead of last year.

HELPS TO RURAL CONSUMERS

from Government publications

THIRD SECTION of a brief bibliography (Sections 1 and 2 appeared in the July 22 and August 5 issues) of Government bulletins for non-experts on everyday home and community problems. Order free bulletins from the Bureau named and those for which there is a charge from the Superintendent of Documents, Washington, D. C.

4. HEALTH (Continued)

School

Better Teeth. Health Education Series 20. 1927. 5¢.

Child Development. Teachers' guide to child development. Education Bulletin 26. 1930. 35¢.

Eyesight of school children; defective vision as related to school environment, and methods of prevention and correction. Education Bulletin 1919, No. 65. 20¢.

Hygiene of rural schools. Public Health Reprint 219. 5¢.

Physical care of rural school children. Public Health Reprint 840. 5¢.

Physical defects of school children. School Health Studies No. 15. 1929.

Plea for more attention to nutrition of school child. Public Health Reprint 951. 5¢.

Posture clinics, organization and exercises. Children's Bureau Publication 164. 15¢.

Posture exercises, a handbook for schools and for teachers of physical education. Children's Bureau Publication 165. 1926. Single copies free at Bureau.

Posture and physical fitness. Children's Bureau Publication 165. 1926. Single copies free at Bureau.

Safety and health of the school child. Circular 65, Office of Education, Department of Interior.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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